



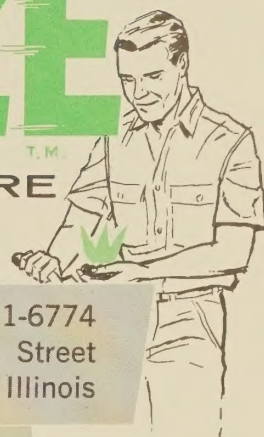
BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE

AMERICAN BULB COMPANY
AMERICAN FLORIST SUPPLY COMPANY

HAYMARKET 1-6774
1335 West Randolph Street
Chicago 7, Illinois

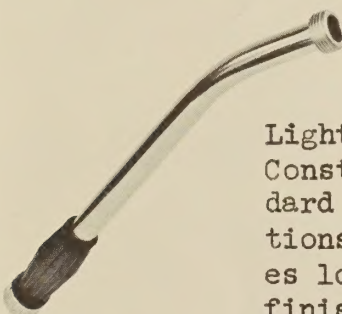
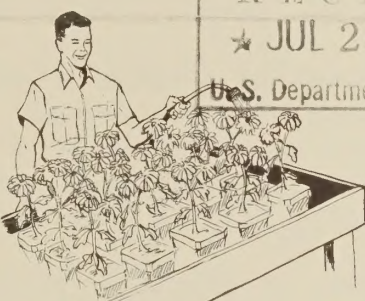
New York Office — 527 Lexington Ave — OXford 7-0044



Such a simple idea - but so useful!

Extension Handle
for use with the
"400" WATER BREAKER

... watering ease
in hard to reach
areas - saves time,
saves You!



Light Weight Aluminum
Construction - fits stan-
dard 3/4 inch hose connec-
tions - full sixteen inch-
es long - bright polished
finish.

The "HANDI-REACH" Aluminum Extension Handle
is designed to add extra utility to the
"400" Water Breaker enabling you to water
in hard to reach areas. Speeds up watering
job - In the green house most benches can
be watered from one spot. Has other uses
too! Car Washing, Window Washing.

Each. . . With Rubber Grip \$1.50



THE "400"
WATERBREAKER
The Old Standby!

No. 400. Gives a large volume of water with
very little pressure.

3/4 inch coupling. Each \$1.35

* * * * *

ABC Fall Bulb price list is
enclosed with this issue - best,
most complete selection ever.
Prices that are really right!



Number Four - July 25, 1958

PANSY SEED - - - ABC has the selection!

Now is the time to sow Pansy seed flats.
This old favorite accounts for nearly 20%
of all spring bedding plants. It's a
tremendous profit item, easy to handle -
ABC the best seed available.



ABC Deluxe Mixture
1/8 oz \$ 1.75
1/4 oz 3.00
One Oz 10.00

Steele's Jumbo Mix
1/8 oz \$ 3.00
1/4 oz 5.00
One oz 16.50

Imp. Swiss Giants
1/8 oz \$ 1.50
1/4 oz 2.75
One oz 9.00

We stock 25 separate colors and varieties
-write us for your special needs.

More info on growing BANTAMUMS!

A folder by YODERS, Barberton originators
of Bantamums, is yours for the asking.
Write ABC for a copy. Growers, retailers
seem to share the enthusiasm for new
BANTAMUM as a mass market floral item.



Its smaller flower units,
short stems, make Bantamum
a natural for small package
sales. Good yield for grow-
er, superb quality at econo-
my prices for consumer, nice
profit for retailer...Give
Bantamums a try this Fall.

BENCH BREEZE



JIFFY POTS

Expendable,
handy-to-use
PEAT POTS

If you have never used for rooting Poinsettia plants or Geraniums - be sure to try this Fall. Made of 75% peat, nutrient treated to stimulate healthy, vigorous growth. Easy root penetration.

2 1/4-inch	Per 1000
3000 Minimum	\$. 7.25
21,000 to 72,000	6.75
75,000 up.	6.25

3-inch	
1500 Minimum	13.25
10,500 to 49,500	12.25
51,000 up.	11.00

2 1/4-inch packed in units of 3000 only.

3-inch packed in units of 1500 only.

Weight per unit--35 lbs. (Prepay 150 lbs)

* * *

"Bantamum of the week" can be a customer-exciting promotion for everyone - grower, wholesaler, retailer.

Order now for late Aug, Sept, Oct bench plantings. Be ready for Oct, Nov, Dec selling time! Some favorites for Bantamum:

		Per 100 cuttings		
		100-250	300-450	500-950
Iceberg	White	\$ 6.75	\$ 6.60	\$ 6.25
Ensign	"	8.75	8.50	8.25
Snow Crystal	"	8.75	8.50	8.25
Yel. Iceberg	Yellow	7.25	7.00	6.75
Luyona	"	7.50	7.25	7.00
Amber Bright	"	7.50	7.25	7.00
Fred Yule	Bronze	7.75	7.50	7.25
Duchess	"	8.75	8.50	8.25
Br. Jubilation	"	8.75	8.50	8.25
Bunbu	Pink	8.25	8.00	7.75
Laughter	"	7.75	7.50	7.25
Jubilation	"	8.25	8.00	7.75

The above subject to Yoder "earned credit" pricing. Write for details.

Shipping NOW! And will you like them!

24 to 30 inch Healthy Vigorous Plants



FICUS DECORA - Patio or House Plant!

Repeating a Bench Breeze FIRST offer because of great demand. Top quality plants, hand selected for root and foliage development. When potted, ready to sell at nice profit in 3 to 4 weeks.

Case, 20 plants in moss layers - \$14.95

FOB Florida - \$1.00 for packing, shipping.



You'll be reading much about the Ohio State Summer Florist meeting, July 9. "Kip" was at his best, the greenhouses and trial gardens were in excellent condition.

Emphasis was on selling flowers - typical of the good merchandising was the hardy mum pictured in 3 1/2 plastic pot, ready for an easy, profitable spring sale. Spring blooming pot mums work overtime to please customers, they bloom as house plants, can be set outside for repeat bloom in the fall.

NEED IT RUSH-RUSH...USE ABC "AIR-MAILER" ORDER FOR

GILLETTE SPOR-RID FUNGICIDE

Spray or Soil Drench

This product is a most effective fungicide. Has multiple uses. The active ingredient is incorporated into a spreader sticker that acts as an emollient and holds onto the foliage. The soothing action by the specially formulated spreader eliminates shock, stunting or damping-off, and encourages beneficial photosynthesis. One gallon makes up 400 gallons. One ounce to 3 gallons of water.

Per Pint	\$ 2.75
Per Doz.Pints	30.00
Per Quart	3.50
Per Doz.Quarts	36.00
Per Gallon	8.50



FERMATE - A fungicide useful for control of rust, various leaf-spots and stem rot. Also controls certain cutting-rot diseases and damping-off seedlings. Best applied as a preventive. Case of 12 3-lb \$21.60

PANO-DRENCH 4 - Effective chemical for control of damping-off organisms, especially Rhizoctonia, on crops in soil and the propagation bench. Use as a preventive by drenching soil 24 hours before planting. 4 ozs makes 72 gals of drench and treats 150 to 200 flats.

1 oz	\$1.95	Dozen	\$16.20
4 oz	5.95	Pint	19.20

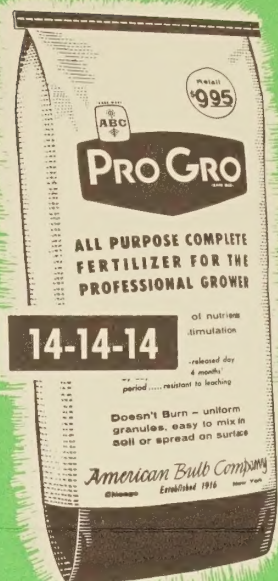
HORMODIN POWDER Reg. U. S. Pat. Off.

The Hormone Powder for rooting cuttings faster and better. Available in three strengths: No 1 for house, garden and greenhouse plants; No. 2 for woody and semi-woody plants; No. 3 for evergreens and trees.

Hormodin Powder No 1 - 1 3/4 oz 50¢, 1 lb tins \$3.00. Hormodin Powder No. 2 - 1 3/4 oz 75¢, 1 lb \$4.50. Hormodin Powder No 3 - 1 oz \$1.00, 1/2 lb \$4.50.

New INVENTION

fertilizer made special for Florists and Growers!



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

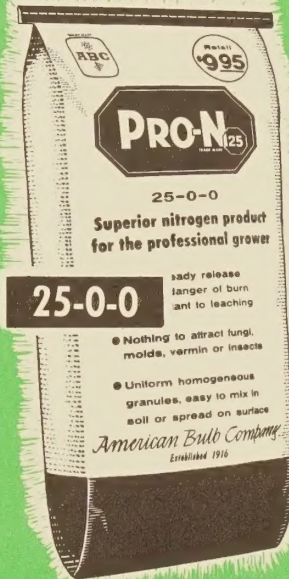
Slow-steady release — day by day over 3 to 4 months as plants use nutrients

Uniform—homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay—does not attract fungi, molds, vermin or insects

Mild acidifier — gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



HOW TO USE

BENCH CROPS

PRO GRO	3 lbs per 100 sq ft of bench area
PRO-N25	2 lbs per 100 sq ft of bench area

POTTING SOIL

PRO GRO	4" pot full per wheelbarrow load of soil (2 1/2 Bu)
PRO-N25	3" pot full per wheelbarrow load of soil (2 1/2 Bu)

Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — \$6.50 (\$9.95 retail)	Per ton — \$240.00
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PRO-N25 - 50 lbs — \$5.20 (\$9.95 retail)	Per ton — \$240.00
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Prepaid delivery on 5 bags or more

RM ENCLOSED



BENCH BREEZE



SPECIALS FROM THE



BLUE BOOK . . .



ABC SUPREME QUALITY GERANIUM CUTTINGS

Field inspection of California Geranium fields indicates a shortage will occur in some varieties - suggest orders be placed early - cuttings shipped via air freight to nearest airport - when ordering give name of airport and your contact telephone number - for rooted cuttings place order at least five to six weeks in advance.

DOUBLE RED - Irene-Beautiful bright red, strong grower, prolific bloomer (most popular Geranium introduced in recent years). Better Times-Dark red. Olympic Red-Bright brick red. Radio Red-Bright scarlet. Red Landry-Brick red. Red Fiat-Good red. Avalon Red-Scarlet. Pride of Camden-Clear red. Improved Ricard-Good red.

DOUBLE PINK - Fiat Supreme-Beautiful light salmon pink. Appleblossom (Mme. Jaulin)-Light pink. Irvington Beauty-Neon pink. Pink Phenomenal-Medium clear pink. Salmon Supreme-Good salmon. Picardy-Salmon. Mme. Landry-Salmon. Avalon Beauty-Light pink. Beaute Poitevine-Salmon.

DOUBLE WHITE - Mme. Buchner-White. Snowball-White. Madonna-White. Gregersen's-White.

NEW VARIETIES - Penny-Neon pink. Dark Red Irene-Dark red. Salmon Irene-Rich salmon. Meteor-Dark red.

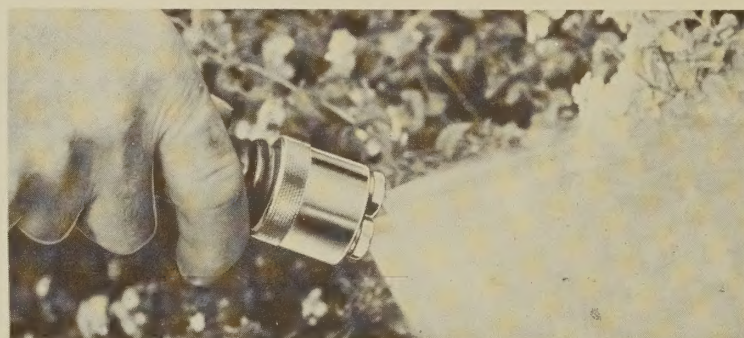
All above varieties unrooted \$3.75 per 100, \$35.00 per 1000 - rooted \$7.50 per 100, \$70.00 per 1000. F.O.B. California



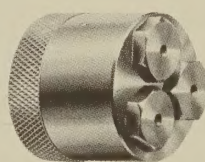
WEED BURNER - The 2000° flame of the Smith burner kills the growth and seeds instantly and by proper handling even the roots can be killed off forever. This burner uses the cheapest fuel you have available: kerosene, gasoline, range oil, light furnace oil.

FLAME GUN COMPLETE Ship Wt 23-lbs . \$25.00

Use Water Fog for Tender Plants



FOGG-IT breaks water into a fine mist of a fog-like spray for watering seed beds, new plantings, newly-seeded lawns, young plants and all tender plants-fuchsias, begonias, orchids. Will not wash away seeds, soil, fertilizer.



Keeps leaves clean and fresh, securing maximum nourishment from sun, water and oxygen - creates humidity.

Highest quality, all-metal. Jet orifices are screw-machined from solid brass. Works efficiently with high or low water pressure on any standard garden hose.

Regular Model, 2½ G.P.M. - Superfine Model, 1 G.P.M. - Heavy Volume Model, 5 G.P.M. Each (Order by model) \$1.60

GERANIUMS (Fancy Leaf and Novelties) - Marshall, MacMahon, Mme. Languth, Flowers of Spring, Distinction, Bronze Beauty, Skies of Italy, Enchantress Fiat (Appleblossom pink), Pink Fiat (Delicate salmon) Rooted cuttings only \$8.00 per 100, \$80.00 per 1000 F.O.B. California